

**Amendments to the Claims:**

The claims below replace all prior versions and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for targeting advertisements into media on demand selected from a media selection interface, comprising:

creating a customized on demand media delivery system with a registered user database;

requiring each registered user to log-in and provide identifying information before receiving media delivery;

obtaining a set of user information;

obtaining a media request;

receiving an electronic copy of said media request;

determining a set of advertisement space information from said electronic copy of said media request for at least one advertisement space in said media request that is targeted to the identified particular user;

communicating said set of advertisement space information to at least one advertising provider;

receiving at least one bid from said at least one advertising provider;

comparing said received bids for said at least one advertisement space;

choosing a winning bid for said at least one advertisement space;

querying said at least one advertising provider for an electronic copy of an advertisement for said advertisement space associated with said winning bid;

receiving said electronic copy of said advertisement; and

combining said electronic copy of said advertisement with said media request.

2. (original) The method of claim 1, wherein obtaining a set of user information from a user utilizing said media selection interface further comprises:

prompting said user to input a log-in code to said media selection interface;

retrieving said inputted log-in code from said user;

comparing said log-in code to a user profile database wherein said user profile database associates a log-in code to a user profile;

retrieving said user profile associated with said log-in code if said log-in code is stored in said user profile database; and

prompting said user to register with said media selection interface if said log-in code is not stored in said user profile database.

3. (original) The method of claim 2, wherein said prompting said user to register with said media selection interface further comprises:

prompting said user to input a set of personal information;

storing said personal information as a user profile in said user profile database;

assigning a unique log-in code to said user profile; and

communicating said unique log-in to said user for future reference.

4. (original) The method of claim 2, further comprising communicating said user profile to at least one advertising provider at substantially the same time as said communicating said set of advertisement space information to at least one advertising provider for bidding on said advertisement space is occurring.

5. (original) The method of claim 1, wherein determining a set of advertisement space information from said electronic copy of said media request for at least one advertisement space in said media request further comprises:

locating an advertisement space in said electronic copy of said media request;

assigning said advertisement space a unique identification number;

determining the dimensions of said advertisement space;

determining the location of said advertisement space in said media request;

and

repeating the steps for determining a set of advertisement space information for each advertisement space in said electronic copy of said media request.

6. (original) The method of claim 1, wherein said receiving an electronic copy of said media request further comprises receiving a data file containing a set of advertisement space information for said copy of said media request.

7. (original) The method of claim 6, wherein receiving said data file containing a set of advertisement space information further comprises receiving a set of data including a unique identification number for each available advertisement space, a set of dimensions for each available advertisement space, and the location of each available advertisement space in said electronic copy of said media request.

8. (original) The method of claim 1, further comprising communicating said set of user information to said at least one advertising provider at the same time as said set of advertisement space information is communicated to said at least one advertising provider.

9. (currently amended) A method for inserting targeted advertisements into media on demand, comprising:

creating a customized on demand media delivery system with a registered user database;

providing a media selection interface for selecting a media request;

requiring a user to log-in with a magnetic stripe card and provide identifying information before receiving media delivery;

retrieving a user profile from a service provider for said user log-in that identifies a particular user from the registered user database of the customized on demand media delivery system;

displaying a list of available media on said display device of said media selection interface;

obtaining said media request from said user;

communicating said media request to said service provider;

determining a content provider for querying said media request by comparing said media request to a list of content providers in a database accessible to said

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service provider and choosing the content provider associated with said media request that is targeted to the identified particular user;  
    querying said content provider for said media request;  
    receiving an electronic copy of said media request from said content provider;  
    determining a set of advertisement space information from said electronic copy of said media request;  
    communicating said set of advertisement space information to at least one advertising provider for bidding on at least one advertisement space;  
    receiving at least one bid from said at least one advertising provider for said at least one advertising space;  
    accessing an operational program accessible to said service provider for comparing said received bids for each available advertising space in said media request and choosing a winning bid for each available advertising space in said media request;  
    querying said at least one advertising provider making said winning bid for an electronic copy of an advertisement for said available advertising space associated with said winning bid;  
    receiving said electronic copy of said advertisement for each of said available advertising spaces associated with each of said winning bids; and  
    combining said electronic copy of said advertisement for each of said available advertising spaces with said media request for production.

10. (currently amended) A method of bidding for advertising space in a media on demand system, comprising:

creating a customized on demand media delivery system with a registered user database;

requiring each registered user to log-in and provide identifying information before receiving media delivery;

    receiving a set of advertisement space information, said set of advertisement space information including a unique identification number for each available advertisement space, a set of dimensions for each available advertisement space,

and a location for each available advertisement space in a media request;  
receiving a user profile identifying a particular user from the registered user database of the customized on demand media delivery system;  
assigning a value to each of said available advertisement spaces based upon said set of advertisement space information and said user profile that is targeted to the identified particular user; and  
communicating a bid to a service provider for each available advertisement space desired.

11. (original) The method of claim 10, further comprising:  
receiving a response to said communicated bid from said service provider; and  
communicating an electronic copy of an advertisement for each of said responses from said service provider indicating that said communicated bid is a winning bid.

12. (original) The method of claim 10, further comprising searching a database of available advertisements for at least one advertisement having said set of dimensions corresponding to an available advertisement space.

13. (currently amended) An advertisement provider device for bidding on advertisement space in media on demand, comprising:  
a computer having a central processing unit, a memory, and at least one communications port;  
an on demand media delivery system that creates a customized registered user database and requires each registered user to log-in and provide identifying information before receiving media delivery;  
at least one advertisement database for storing advertisement data and associated user information for determining an advertisement space to bid on based on a set of user information received from a user;  
at least one operational program for receiving said set of user information, querying said at least one advertisement database for corresponding user

information that identifies a particular user from the registered user database of the customized on demand media delivery system and determining a bid amount for said advertisement data associated with said user information that is targeted to the identified particular user; and

at least one advertisement for storing in data format in said memory of said computer.

14. (original) The advertisement provider device of claim 13, wherein said at least one advertisement database further comprises:

a listing of said at least one advertisement stored in said memory;

a set of dimensions for said at least one advertisement stored in said memory;

and

a set of preferred user data corresponding to said at least one advertisement stored in said memory.